



# USDA Weekly Retail Turkey Feature Activity

Fri. Feb 01, 2008

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/01 thru 02/07.

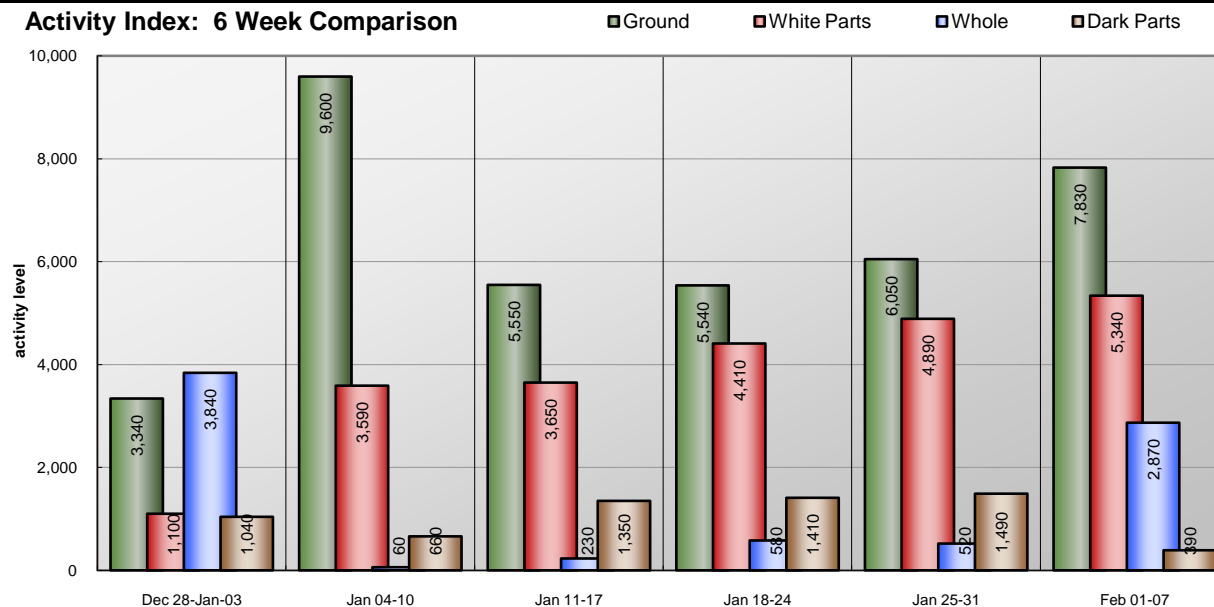
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	48.8% of 18,000 outlets		46.9% of 17,000 outlets		39.1% of 17,000 outlets	
Special Rate 4/	6.8%		6.7%		3.1%	
Activity Index 2/	16,840		13,690		11,260	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.29			120	0.99
" - Toms	10	1.29				
Frozen - Hens	1,450	1.04	310	1.06	790	0.92
" - Toms	1,400	1.05	210	1.14	460	0.80
PARTS:						
Breast:						
Bone-in, whole						
Fresh	1,050	1.93	970	1.73	30	0.99
Frozen	2,020	1.42	520	1.66	540	1.67
Hotel Style						
Fresh	50	1.00			30	0.99
Frozen						
Split, bone-in						
Fresh	20	1.99	100	1.80		
Rotisserie	590	6.11	1,700	7.66	560	6.09
Boneless, whole	60	3.99	250	4.02		
Cutlets	660	3.84	810	4.16	330	3.96
Cutlets, thin sliced	480	4.35	90	3.99	110	3.99
Strips						
Tenders	410	3.94	450	3.98	10	2.99
Marinated Tenders	400	3.91	360	3.98	260	4.64
Drumsticks	180	1.26	620	1.39	80	1.35
Thighs	20	1.39	260	1.38		
Wings	180	1.25	430	1.38	80	1.35
Necks	10	1.49	10	1.39	10	1.49
Smoked Drumsticks			150	2.44	60	1.46
Smoked Wings			20	2.16	60	1.46
Smoked Necks					10	1.28
GROUND TURKEY:	7,830	2.63	6,050	2.54	7,470	2.58
Patties	1,130	2.91	800	2.38	1,080	3.09
Sausage	2,450	2.54	1,300	2.48	1,820	2.54
85% lean	750	1.59	1,230	1.81	250	1.88
93% lean	2,460	2.42	1,340	2.07	3,800	2.37
Breast	1,040	3.78	1,380	3.79	520	3.54
Rolls (frsh/frz 1 lb.)	10	1.25	380	1.13	250	1.12

Note: rolls not included in ground fresh ground turkey total and weighted average.

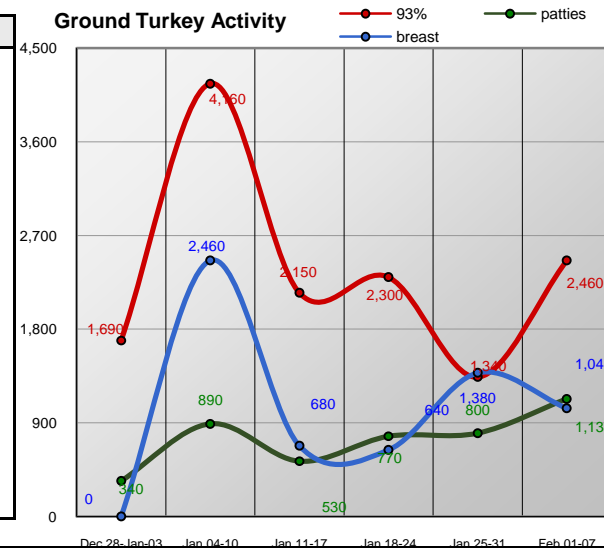
### Activity Index: 6 Week Comparison



### Turkey Featuring - 02/01 thru 02/07

Retail promotions surge on frozen hens and toms and prices are more competitive. Several retailers offer coupons on whole turkeys, or have buy one get one free offers on whole turkeys and bone-in breasts. Bone-in whole breasts are popular this week, mostly frozen breasts at lower average prices. Rotisserie ads fade as deli promotions cover a wide array of party trays for the upcoming Super Bowl weekend. Dark parts are less available this week and limited to the fresh items. Ground turkey recovers and sausage and 93% lean are the popular choices. Lenten specials are surfacing for this year's early Lenten season.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>58.2% of 8,100 sampled outlets 6.3% of stores w/ no-price promotions Activity Index = 7,740</b>			<b>40.2% of 5,650 sampled outlets 12.0% of stores w/ no-price promotions Activity Index = 3,160</b>			<b>42.1% of 4,250 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 5,930</b>		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
<b>WHOLE BIRDS:</b>									
Fresh - Hens							1.29	10	1.29
" - Toms							1.29	10	1.29
Frozen - Hens	0.89 - 1.29	430	1.21	0.89 - 1.19	310	0.97	0.79 - 0.99	710	0.97
" - Toms	0.89 - 1.29	430	1.21	0.89 - 1.19	270	0.98	0.79 - 0.99	700	0.97
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.39	790	1.81				2.29	260	2.29
Frozen	1.29 - 2.49	1,770	1.39	1.29 - 1.99	230	1.57	1.69	20	1.69
Hotel Style									
Fresh	0.89 - 1.29	50	1.00						
Frozen									
Split, bone-in									
Fresh	1.99	20	1.99						
Rotisserie	5.99 - 6.98	430	6.08	5.99 - 7.49	160	6.20			
Boneless, whole	3.99	60	3.99						
Cutlets	3.63 - 3.99	150	3.84	2.50 - 3.49	190	2.75	3.69 - 4.54	320	4.49
Cutlets, thin sliced	3.99 - 4.99	340	4.50	3.99	140	3.99			
Strips									
Tenders	4.19	40	4.19	3.49	50	3.49	3.69 - 3.99	320	3.97
Marinated Tenders	3.73 - 4.26	140	4.21	4.26	10	4.26	3.73	250	3.73
Drumsticks	1.19 - 1.69	160	1.24	1.39	20	1.39			
Thighs				1.39	20	1.39			
Wings	1.19 - 1.59	160	1.23	1.39	20	1.39			
Necks	1.49	10	1.49						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.69 - 3.00	320	2.74	2.50 - 3.00	170	2.88	3.00	640	3.00
Sausage	1.99 - 3.49	850	2.54	1.79 - 3.49	650	2.53	2.46 - 3.87	950	2.53
85% lean	1.29 - 1.99	590	1.59	1.33 - 2.00	160	1.57			
93% lean	2.19 - 2.68	460	2.29	1.91 - 2.50	520	2.34	2.08 - 2.95	1,480	2.49
Breast (99-100% lean)	2.99 - 4.99	540	3.59	2.99 - 4.16	240	3.90	3.99 - 4.16	260	4.08
Rolls (frsh/frz 1 lb.)				1.25	10	1.25			